



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Greer Margolis Mitchell, Burns &  
Associates-Washington  
1010 Wisconsin Ave NW  
Ste 800  
Washington, DC 20007

# Contract # 13/3061

**Schedule Dates** 09/15/12-09/21/12  
**Advertiser** Obama for America (30051)  
**Agency** Greer Margolis Mitchell, Burns & Associates-Washi  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** Obama for America (172251)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Kaufma,Meredith  
**Phone/Fax** /  
**CPE** 95/101/1775  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** OBAMA  
JARED SALLES

**Date Entered** 09/14/12  
**Last Modified** 09/14/12  
**Entered By** Melody Margolin  
**CO-OP** No  
**Headline #** ECR09819034  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,542.50  
**Net Total** \$65,407.50  
**Sales Tax**

## Columbus (WSYX)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Sep. 2012           | 41        | \$76,950.00        |
| <b>Grand Total:</b> | <b>41</b> | <b>\$76,950.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times         | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station         | Comments             | Entered |
|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------|----------------------|---------|
| 1.0  | Normal Line / SPOT (1)         | 09/17/12-09/21/12 | 2   | 1:00   | 5:30A- 6A (EST)   | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$200.00   | \$200.00   | Columbus (WSYX) | GOOD DAY COLUMBUS    | 9/14/12 |
| 2.0  | Normal Line / SPOT (2)         | 09/17/12-09/21/12 | 2   | 1:00   | 6A- 6:30A (EST)   | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$350.00   | \$350.00   | Columbus (WSYX) | GOOD DAY COLUMBUS    | 9/14/12 |
| 3.0  | Normal Line / SPOT (3)         | 09/17/12-09/21/12 | 2   | 1:00   | 6:30A- 7A (EST)   | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$350.00   | \$350.00   | Columbus (WSYX) | GOOD DAY COLUMBUS    | 9/14/12 |
| 4.0  | Normal Line / SPOT (4)         | 09/17/12-09/21/12 | 2   | 1:00   | 7A- 7:30A (EST)   | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$750.00   | \$750.00   | Columbus (WSYX) | GOOD MORNING AMERICA | 9/14/12 |
| 5.0  | Normal Line / SPOT (5)         | 09/17/12-09/21/12 | 2   | 1:00   | 7:30A- 8A (EST)   | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$750.00   | \$750.00   | Columbus (WSYX) | GOOD MORNING AMERICA | 9/14/12 |
| 6.0  | Normal Line / SPOT (6)         | 09/17/12-09/21/12 | 2   | 1:00   | 8A- 8:30A (EST)   | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$750.00   | \$750.00   | Columbus (WSYX) | GOOD MORNING AMERICA | 9/14/12 |
| 7.0  | Normal Line / SPOT (7)         | 09/17/12-09/21/12 | 2   | 1:00   | 8:30A- 9A (EST)   | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$750.00   | \$750.00   | Columbus (WSYX) | GOOD MORNING AMERICA | 9/14/12 |
| 8.0  | Normal Line / SPOT (8)         | 09/17/12-09/21/12 | 2   | 1:00   | 12P- 12:30P (EST) | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$750.00   | \$750.00   | Columbus (WSYX) | ABC 6 NEWS NOON      | 9/14/12 |
| 9.0  | Normal Line / SPOT (9)         | 09/17/12-09/21/12 | 2   | 1:00   | 12:30P- 1P (EST)  | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$750.00   | \$750.00   | Columbus (WSYX) | ABC 6 NEWS NOON      | 9/14/12 |
| 10.0 | Normal Line / SPOT (10)        | 09/17/12-09/21/12 | 2   | 1:00   | 9A- 10A (EST)     | 2   | X  | X  | X  | X  | X  |    |    | 2     | \$400.00   | \$800.00   | Columbus (WSYX) | MILLIONAIRE          | 9/14/12 |
| 11.0 | Normal Line / SPOT (11)        | 09/17/12-09/21/12 | 2   | 1:00   | 10A- 11A (EST)    | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$350.00   | \$350.00   | Columbus (WSYX) | RACHAEL RAY          | 9/14/12 |
| 12.0 | Normal Line / SPOT (12)        | 09/17/12-09/21/12 | 2   | 1:00   | 10:57A- 12P (EST) | 2   | X  | X  | X  | X  | X  |    |    | 2     | \$1,100.00 | \$2,200.00 | Columbus (WSYX) | THE VIEW             | 9/14/12 |
| 13.0 | Normal Line / SPOT (13)        | 09/17/12-09/21/12 | 2   | 1:00   | 12:57P- 2P (EST)  | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$950.00   | \$950.00   | Columbus (WSYX) | THE CHEW             | 9/14/12 |
| 14.0 | Normal Line / SPOT (14)        | 09/17/12-09/21/12 | 2   | 1:00   | 2P- 3P (EST)      | 2   | X  | X  | X  | X  | X  |    |    | 2     | \$850.00   | \$1,700.00 | Columbus (WSYX) | GENERAL HOSPITAL     | 9/14/12 |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
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| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
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JARED SALLES

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**Headline #** ECR09819034  
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|--------|--------------------------------|-------------------|-----|--------|--------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------|-----------------------|---------|
| 15.0   | Normal Line / SPOT (15)        | 09/17/12-09/21/12 | 2   | 1:00   | 3P- 4P (EST)       | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$600.00   | \$600.00   | Columbus (WSYX) | RICKI LAKE            | 9/14/12 |
| 16.0   | Normal Line / SPOT (16)        | 09/17/12-09/21/12 | 2   | 1:00   | 4P- 4:30P (EST)    | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$1,000.00 | \$1,000.00 | Columbus (WSYX) | JUDGE JUDY            | 9/14/12 |
| 17.0   | Normal Line / SPOT (17)        | 09/17/12-09/21/12 | 2   | 1:00   | 4:30P- 5P (EST)    | 2   | X  | X  | X  | X  | X  |    |    | 2     | \$1,000.00 | \$2,000.00 | Columbus (WSYX) | JUDGE JUDY            | 9/14/12 |
| 18.0   | Normal Line / SPOT (18)        | 09/17/12-09/21/12 | 2   | 1:00   | 5:58P- 6:30P (EST) | 2   | X  | X  | X  | X  | X  |    |    | 2     | \$1,400.00 | \$2,800.00 | Columbus (WSYX) | ABC 6 AT 6P           | 9/14/12 |
| 19.0   | Normal Line / SPOT (19)        | 09/16/12-09/16/12 | 2   | 1:00   | 5:58P- 6:30P (EST) |     |    |    |    |    |    |    | 1  | 1     | \$950.00   |            | Columbus (WSYX) | ABC 6 @ 6P            | 9/14/12 |
| 19.0.1 | Preempt (19)                   | 09/16/12          |     |        |                    |     |    |    |    |    |    |    |    |       |            |            | Columbus (WSYX) | Pre-empt/Exception -  |         |
| 20.0   | Normal Line / SPOT (20)        | 09/17/12-09/21/12 | 2   | 1:00   | 5P- 5:30P (EST)    | 2   | X  | X  | X  | X  | X  |    |    | 2     | \$1,400.00 | \$2,800.00 | Columbus (WSYX) | ABC 6 NEWS            | 9/14/12 |
| 21.0   | Normal Line / SPOT (21)        | 09/17/12-09/21/12 | 2   | 1:00   | 5:30P- 6P (EST)    | 2   | X  | X  | X  | X  | X  |    |    | 2     | \$1,400.00 | \$2,800.00 | Columbus (WSYX) | ABC 6 NEWS            | 9/14/12 |
| 22.0   | Normal Line / SPOT (22)        | 09/17/12-09/21/12 | 2   | 1:00   | 6:58P- 7:27P (EST) | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$1,000.00 | \$3,000.00 | Columbus (WSYX) | ENTERTAINMENT TONIGHT | 9/14/12 |
| 23.0   | Normal Line / SPOT (23)        | 09/17/12-09/21/12 | 2   | 1:00   | 7:28P- 7:57P (EST) | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$1,000.00 | \$3,000.00 | Columbus (WSYX) | ACCESS HOLLYWOOD      | 9/14/12 |
| 24.0   | Normal Line / SPOT (24)        | 09/15/12-09/15/12 | 2   | 1:00   | 7P- 8P (EST)       |     |    |    |    |    |    | 1  |    |       | \$1,000.00 |            | Columbus (WSYX) | ET WEEKEND            | 9/14/12 |
| 24.0.1 | Preempt (24)                   | 09/15/12          |     |        |                    |     |    |    |    |    |    |    |    |       |            |            | Columbus (WSYX) | Pre-empt/Exception -  |         |
| 25.0   | Normal Line / Prime (25)       | 09/21/12-09/21/12 | 2   | 1:00   | 7:58P- 8:57P (EST) |     |    |    |    |    | 1  |    |    | 1     | \$2,000.00 | \$2,000.00 | Columbus (WSYX) | SHARK TANK            | 9/14/12 |
| 26.0   | Normal Line / Prime (26)       | 09/21/12-09/21/12 | 2   | 1:00   | 10P- 11P (EST)     |     |    |    |    |    | 1  |    |    | 1     | \$3,000.00 | \$3,000.00 | Columbus (WSYX) | 20 / 20               | 9/14/12 |

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|--------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|-------------|-------------|-----------------|-----------------------------|---------|
| 27.0   | Normal Line / SPOT (27)        | 09/17/12-09/21/12 | 2   | 1:00   | 11:01P- 11:34P (EST) | 2   | X  | X  | X  | X  | X  |    |    | 2     | \$1,600.00  | \$3,200.00  | Columbus (WSYX) | ABC 6 @11P                  | 9/14/12 |
| 28.0   | Normal Line / SPOT (28)        | 09/16/12-09/16/12 | 2   | 1:00   | 11:01P- 11:34P (EST) |     |    |    |    |    |    |    | 1  |       | \$1,600.00  |             | Columbus (WSYX) | ABC 6 @ 11P                 | 9/14/12 |
| 28.0.1 | Preempt (28)                   | 09/16/12          |     |        |                      |     |    |    |    |    |    |    |    |       |             |             | Columbus (WSYX) | Pre-empt/Exception -        |         |
| 29.0   | Normal Line / SPOT (29)        | 09/17/12-09/21/12 | 2   | 1:00   | 11:35P- 12:04A (EST) | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$1,000.00  | \$1,000.00  | Columbus (WSYX) | NIGHTLINE                   | 9/14/12 |
| 30.0   | Normal Line / SPOT (30)        | 09/17/12-09/21/12 | 2   | 1:00   | 12:05A- 1:05A (EST)  | 1   | X  | X  | X  | X  | X  |    |    | 1     | \$350.00    | \$350.00    | Columbus (WSYX) | JIMMY KIMMEL                | 9/14/12 |
| 31.0   | Normal Line / Football (31)    | 09/15/12-09/15/12 | 2   | 1:00   | 8P- 11:30P (EST)     |     |    |    |    |    |    | 1  |    | 1     | \$6,000.00  | \$6,000.00  | Columbus (WSYX) | COLLEGE FB                  | 9/14/12 |
| 32.0   | Normal Line / Pre-Game (32)    | 09/15/12-09/15/12 | 2   | 1:00   | 11A- 11:57A (EST)    |     |    |    |    |    |    | 1  |    |       | \$2,000.00  |             | Columbus (WSYX) | FOOTBALL FEVER<br>NONMICH * | 9/14/12 |
| 32.0.1 | Preempt (32)                   | 09/15/12          |     |        |                      |     |    |    |    |    |    |    |    |       |             |             | Columbus (WSYX) | Pre-empt/Exception -        |         |
| 33.0   | Normal Line / Football (33)    | 09/15/12-09/15/12 | 2   | 1:00   | 11:58A- 3:30P (EST)  |     |    |    |    |    |    | 1  |    | 1     | \$32,000.00 | \$32,000.00 | Columbus (WSYX) | OSU v CAL *                 | 9/14/12 |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
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